

Why Pictorial Review is bought in preference to any other woman's magazine

PICTORIAL REVIEW leads all publications in supporting the interests of progressive women, and in advancing their social and political welfare.

In the way of Literature, you will find in Pictorial Review the writings of the most famous living Authors both here and abroad.

Booth Tarkington
Sir Gilbert Parker

Kathleen Norris
Arthur Stringer

Mary Roberts Rinehart
Edwina Stanton Babcock
Melville Davisson Post

Corra Harris
George Gibbs

Stacy Aumonier
Wilbur Daniel Steele

and others are regular contributors to our Magazine.

The best serial novels that money can buy are published in Pictorial Review in three or four issues, instead of running a few pages at a time and taking six months or a year to complete them.

Our short stories are the best published. Edward J. O'Brien, the noted Literary Critic, says that Pictorial Review publishes better short stories and more of them than any other popular magazine.

Then the beautiful color pages of famous personages and historic scenes—color cut-outs for children—our various Departments, including articles on Home Economy—Mother and Baby—Social, Civic and kindred Bureaus of Helpfulness, are not surpassed by any other publication.

But in addition to all these valuable features the most important in the minds of thousands of women, is the Fashion Section, published each month. Where is there a woman not interested in the latest Fashions, the newest styles? Pictorial Review publishes each month from 15 to 20 pages of the newest things in dress for women, misses and children—many of these pages in full color. The fact that forty million Pictorial Review patterns are sold each year is evidence of their popularity and leadership. No other magazine even attempts to compete with such a perfect Fashion Service.

A complete Fashion Section for women, misses and children comes with Pictorial Review every month, in which smart advance styles are shown. For each one of these designs a perfect-fitting Pictorial Review Pattern has been created, enabling you to make any garment look exactly like the design.

The best stores everywhere sell Pictorial Review Patterns.

In the July issue, now on sale, there are 17 pages of the best Fashions for Summer. This feature alone should prompt you to buy Pictorial Review for July.

If you live in the country or in any town where there is no newsdealer, we will enter your name on our list to receive Pictorial Review for the next six months—a special "getting acquainted" opportunity—for only One Dollar. During these six months Pictorial Review will contain:

Two Complete Novels, which, when published later in book form will cost \$3. From Fifteen to Twenty-four Full Page Pictures in Colors to Frame. Twenty Complete Short Stories. Fourteen Special Articles. Eight Hundred Smart Styles. Six to Ten Pages of G. G. Drayton Cut-Outs for the Youngsters. Twelveteens' Inimitable Kiddy Pictures. Household Hints, New Menus. Care of the Children.

Send \$1.00 to Pictorial Review, 224 West 39th Street, New York City

The dress illustrated here is Pictorial Review Pattern Ladies' Blouse No. 8245. Price 25 cents. Cut in sizes 34 to 44 inches bust and Ladies' Two-piece Skirt No. 8204. Price 20 cents. Cut in sizes 22 to 36 inches waist. On sale at all principal stores. On receipt of a postal we will be pleased to send you the name of the nearest merchant handling Pictorial Review Patterns.

The dress illustrated here is Pictorial Review Pattern Ladies' Blouse No. 8206. Price 25 cents. Cut in sizes 34 to 44 inches bust and Ladies' Two-piece Skirt No. 8215. Price 20 cents. Sizes—24 to 38 inches waist. On sale at all principal stores. On receipt of a postal we will be pleased to send you the name of the nearest merchant handling Pictorial Review Patterns.

PICTORIAL REVIEW

for July

Largest 20 Cent Circulation in the World